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The Scandinavian experience**

Invited paper for BioFach Latina

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Learning and lifeskills through organic and healthy foods at school

- The Scandinavian experience

BioFach Latina Sao Paulo

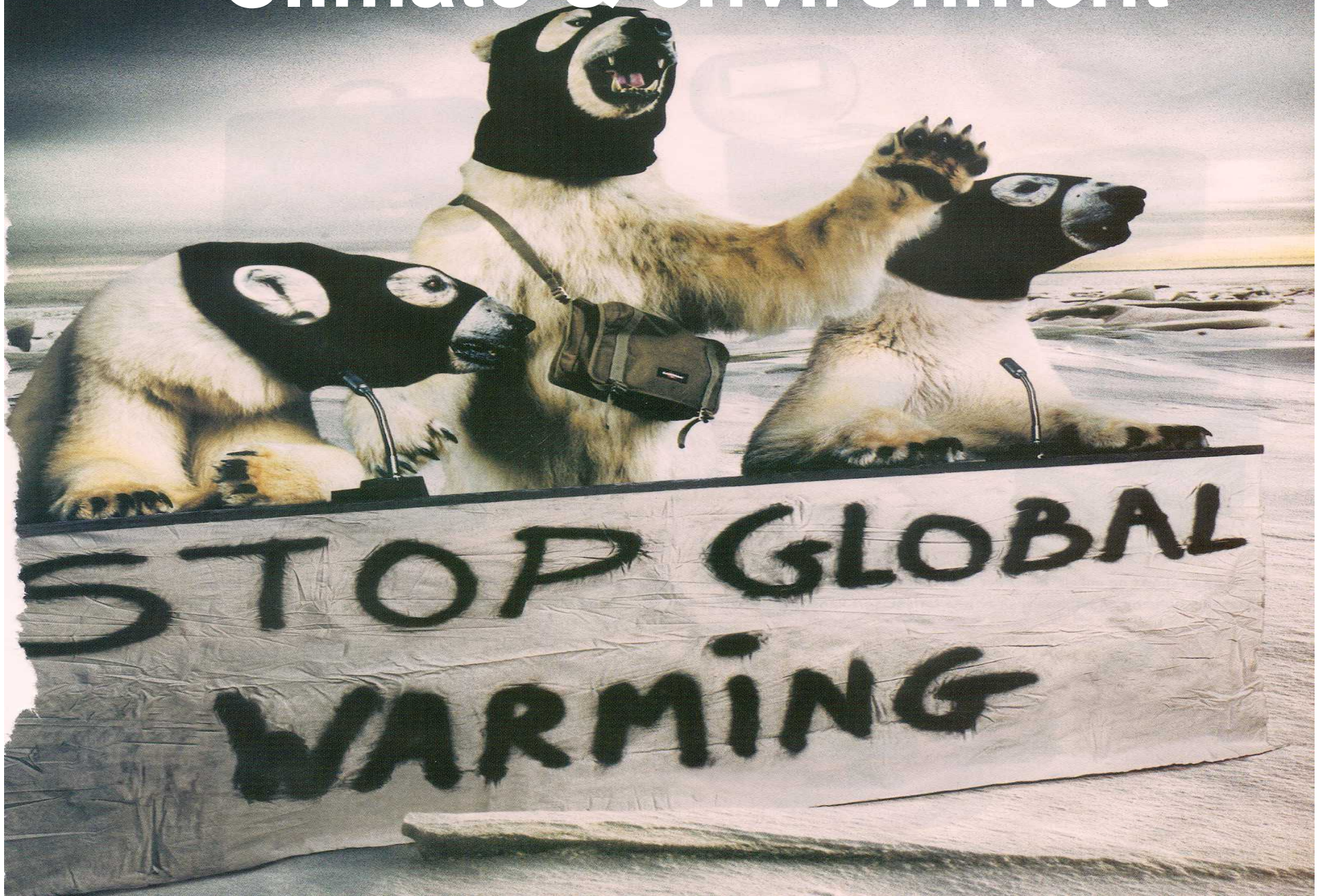
25. October 2008

Abstract: Increased political support for public sustainable development and consumption strategies has made the school one of the preferred settings for public organic procurement policies in Scandinavian countries. At the same time the growing incidence of obesity among young people has created a considerable interest in strategies that can improve eating habits among school children. The meal patterns formed during adolescence is believed will be continuously influenced into their adulthood even following generations in the future and thus there is growing support for the idea that learning and lifeskills should be strengthened through initiatives related to organic and healthy foods at school. This paper report on the food transition taking place in school in European school. It reports on the growing number of policy documents and research evidence in the field of healthy eating. Lifeskills formation an sustainable development . It draws especially on the development in Scandinavian countries and argues why healthy school meal programme is considered to be an effective strategy to promote health and sustainability It reports what has been achieved within promotion of organic food sin schools and the European Organic out of home eating, the Alimenterra network and the iPOPY research initiatives on organic foods in schools. Finally the school gardens initiative and the New Nordic food at school will be highlighted

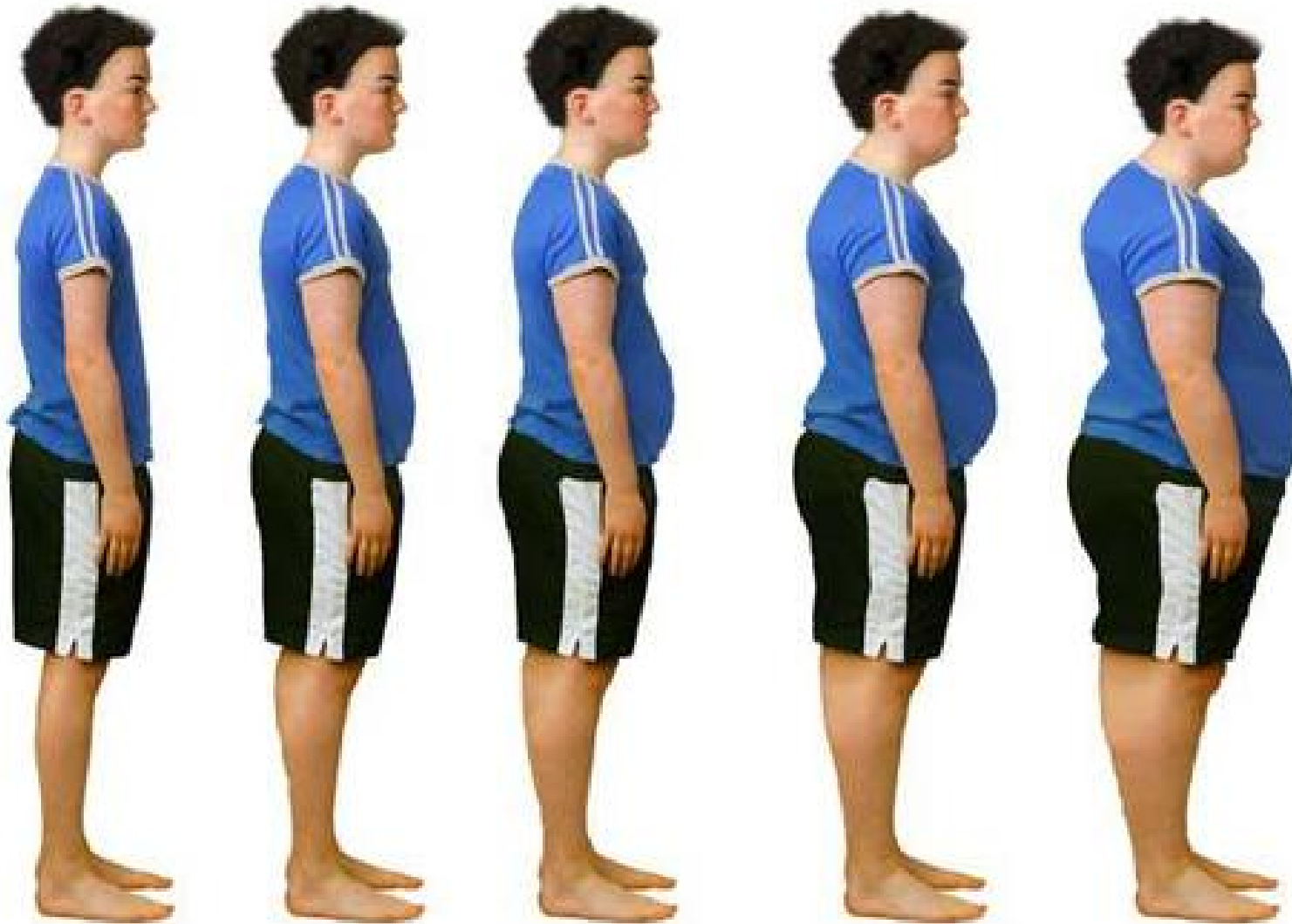
Norden & Scandinavia



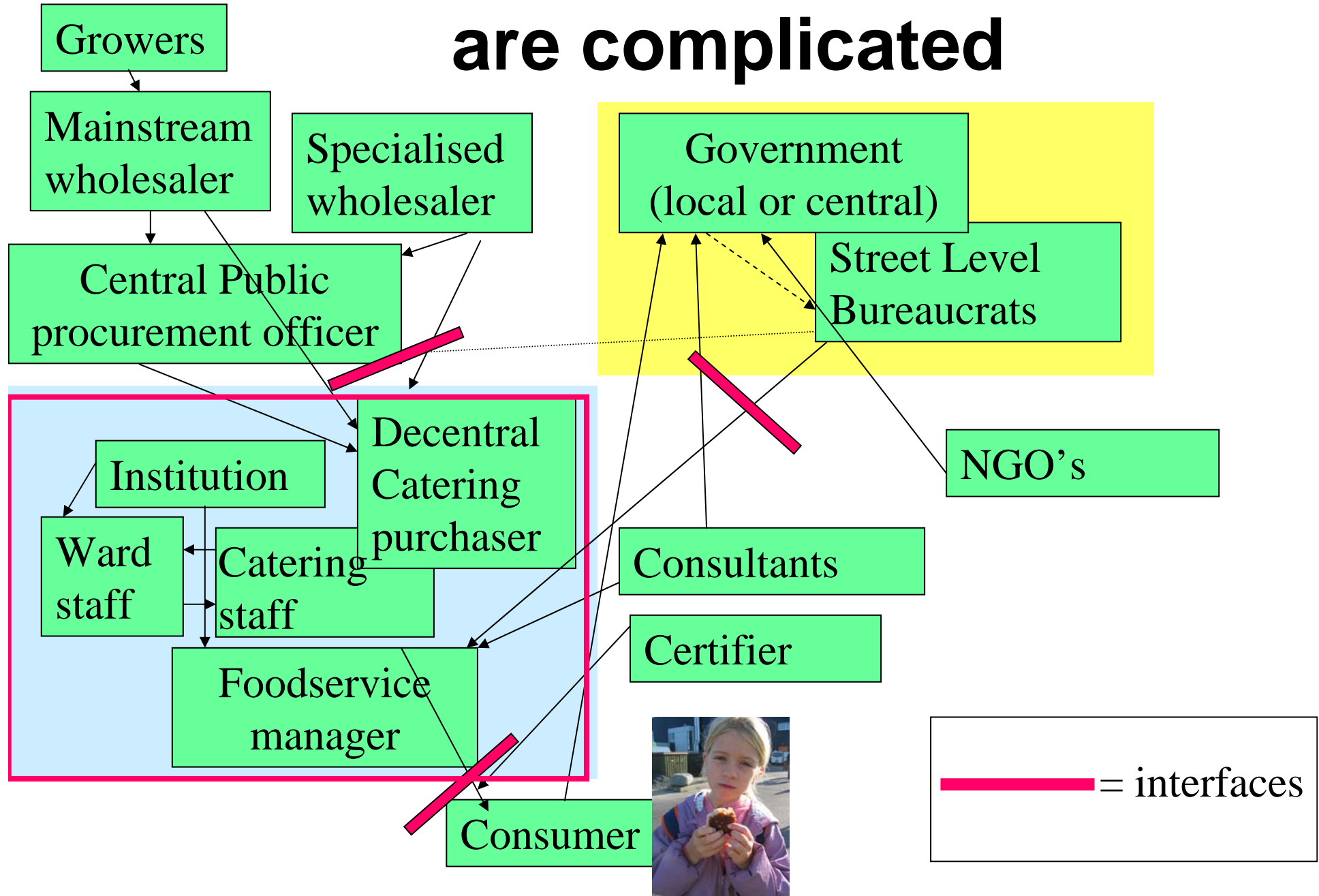
Climate & environment



Obesity & overweight



Large scale catering systems are complicated



**Should organic supply chains
and healthy eating strategies
stay backstage?**





Or should they be up frontstage?

A frontstage perspective to organic and healthy eating

- Insert MPEG4 film here

Four types of learning about food & nutrition

1st order - hearing



3rd order - eating



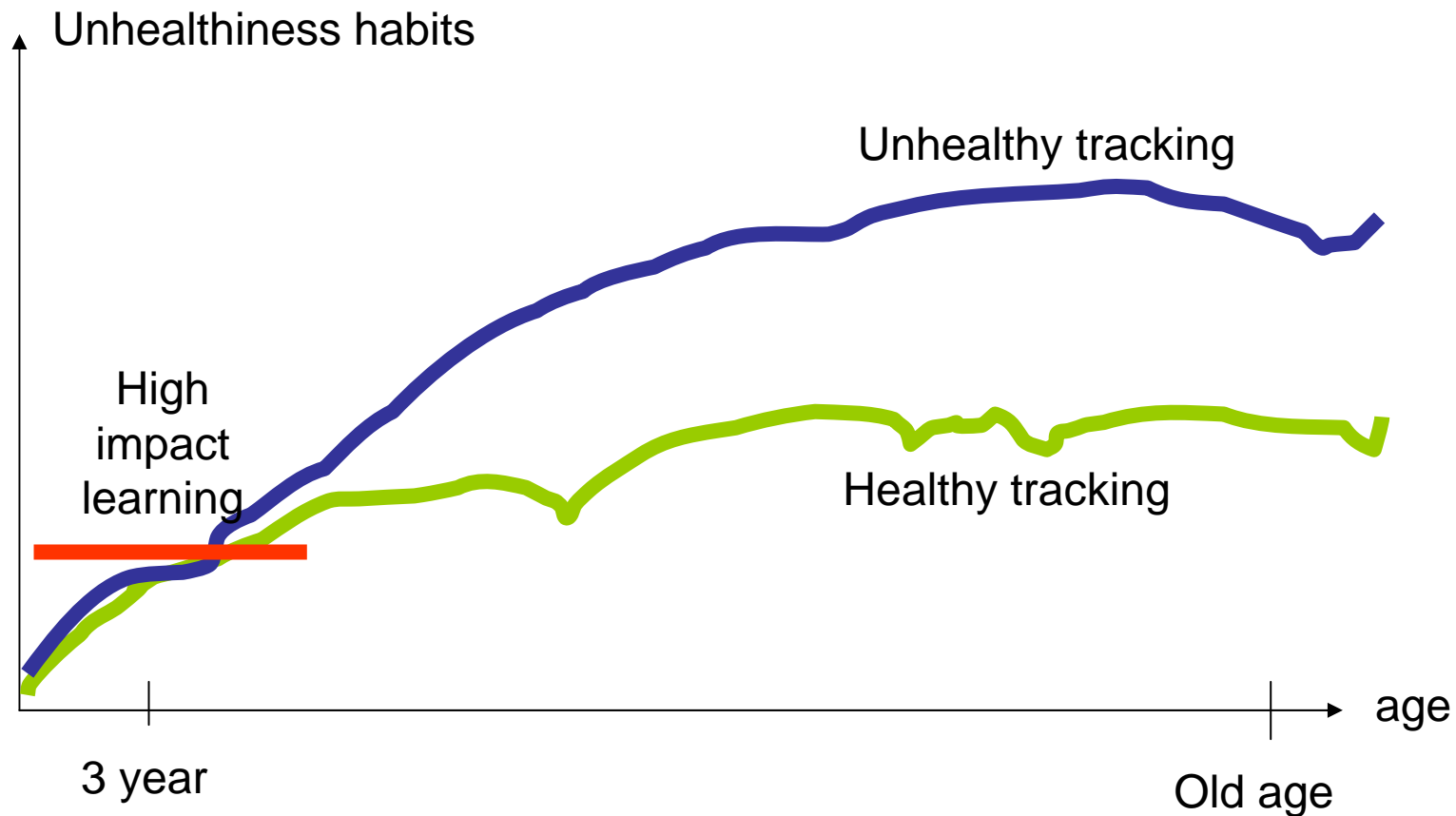
2nd order - doing



4th order - talking



Healthy lifeskills is believed to track



Schoolfood & Climate: Malmö

- Djupodal school as test site
- Based on organic food share: 80% by 2009
- Based on local supply
- Based on CO₂ minimised menu
- Serving 36 000 kids, 340 employees



Snapshots: Mat Klimat



Snapshots: Mat Klimat

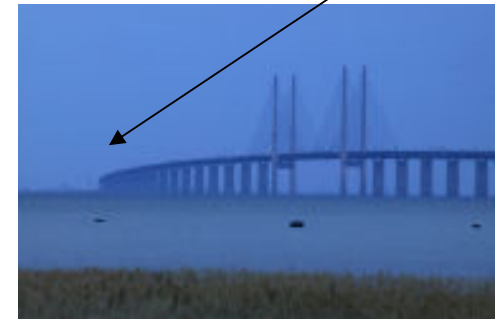


Snapshots: Mat Klimat



Healthy & organic schoolfood: Copenhagen

- Organic food share: 90% by 2008
- Nutritionally improved menus
- Based on childrens self management
- Serving 30 000 kids at 60 schools
- Integrating food service & curricula



SKOLEBODEN

Lige uger

Frokostretter

Supplementsretter



Burgerbox 20 kr.



Ananas stick 7 kr.

Kan købes
hele ugen



Mandag

sdag

Early morning at fish market



- <http://spil.skolefisk.dk/popup.html>

School food gardens



Enyoing your own produce



Its easy to *organice* school food

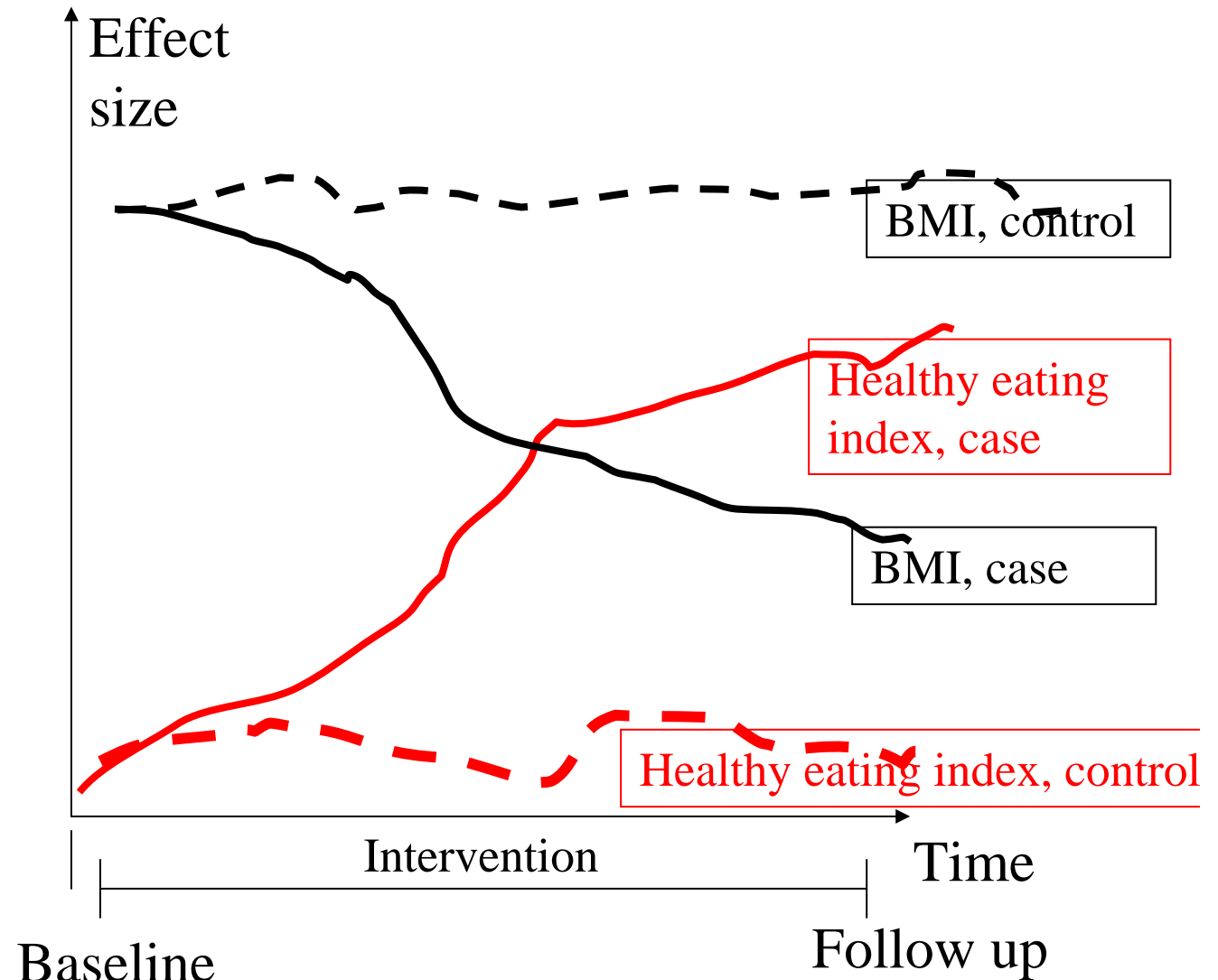
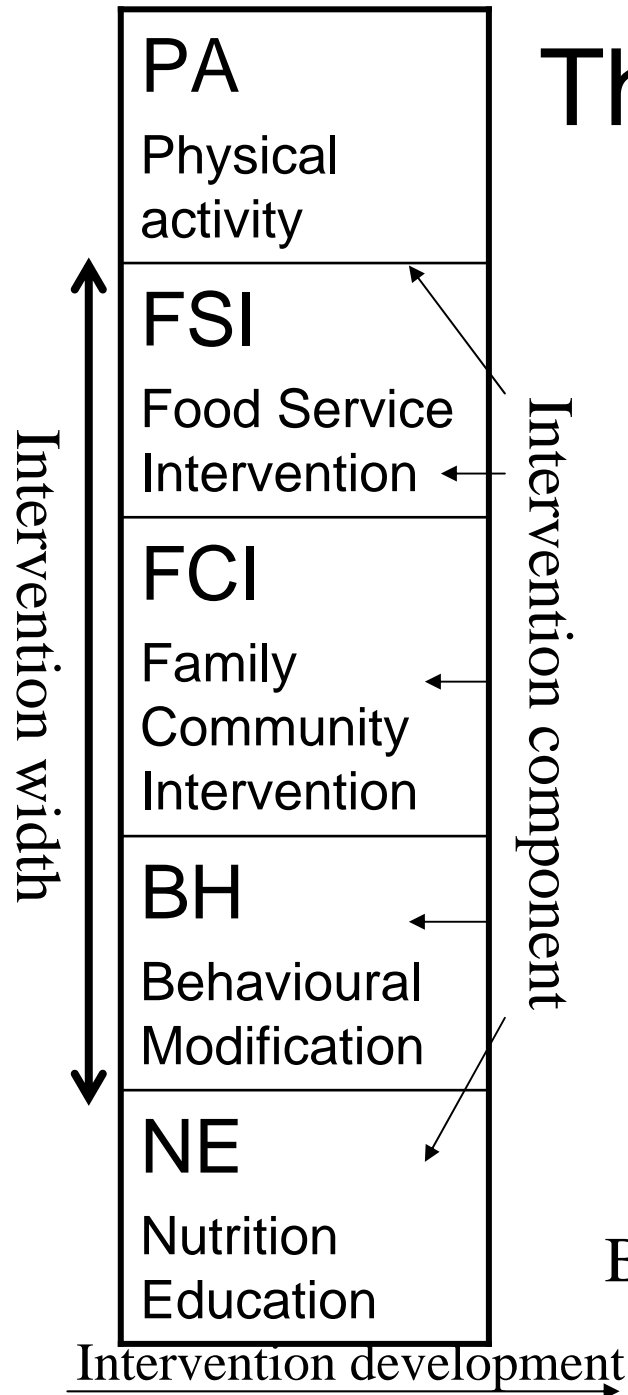
MERE ØKOLOGI



Det er pærenemt
at gøre skolemaden
mere økologisk

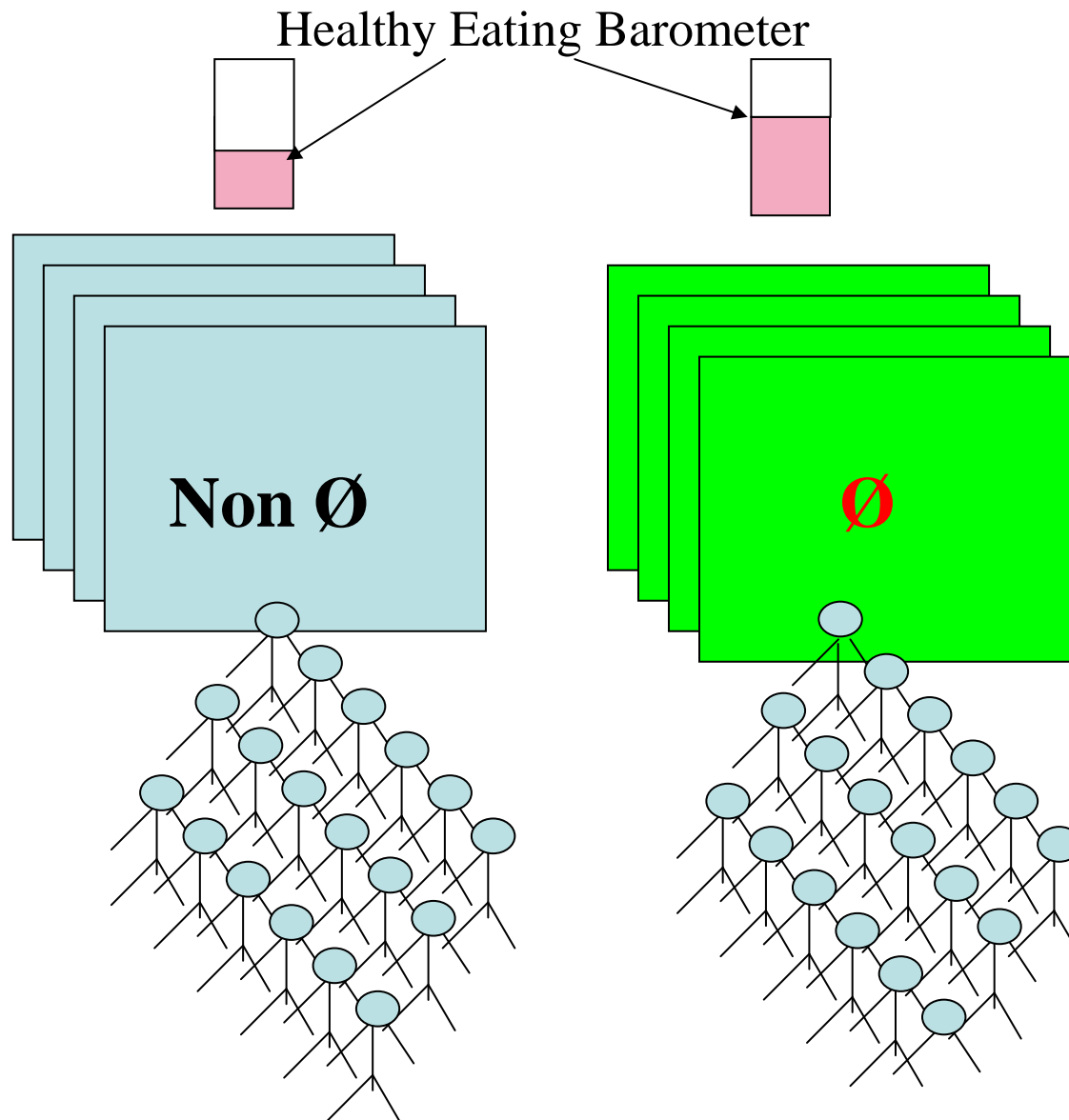


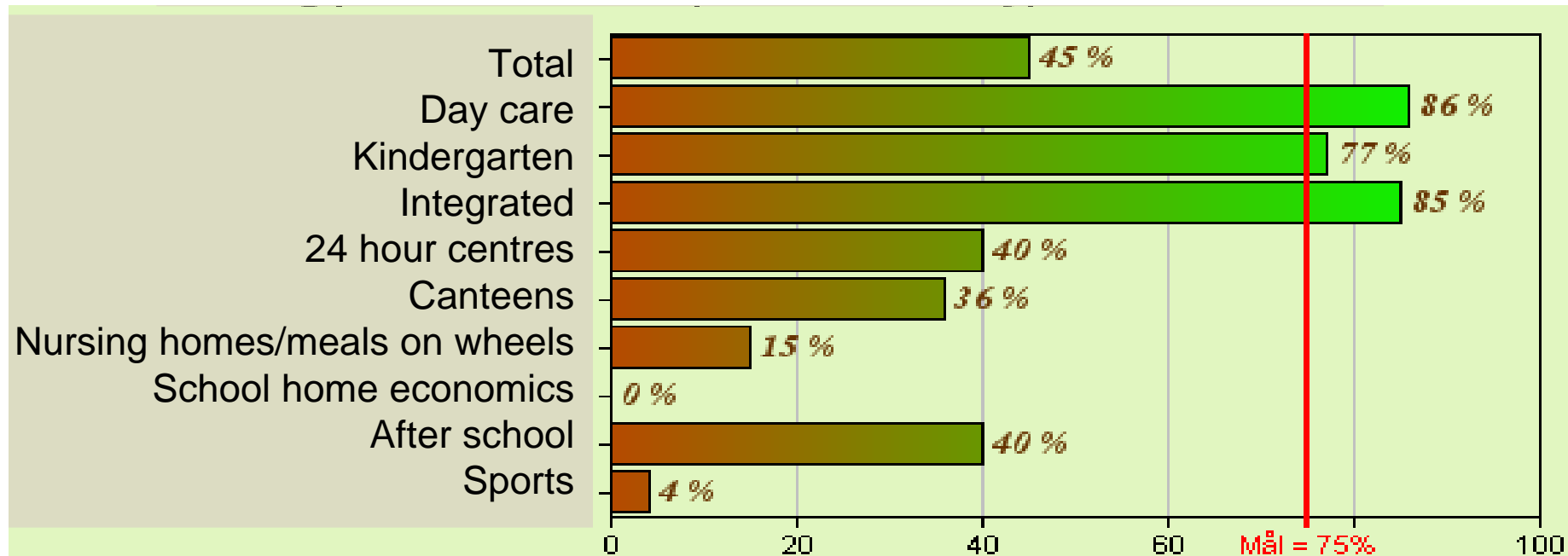
The evidence approach



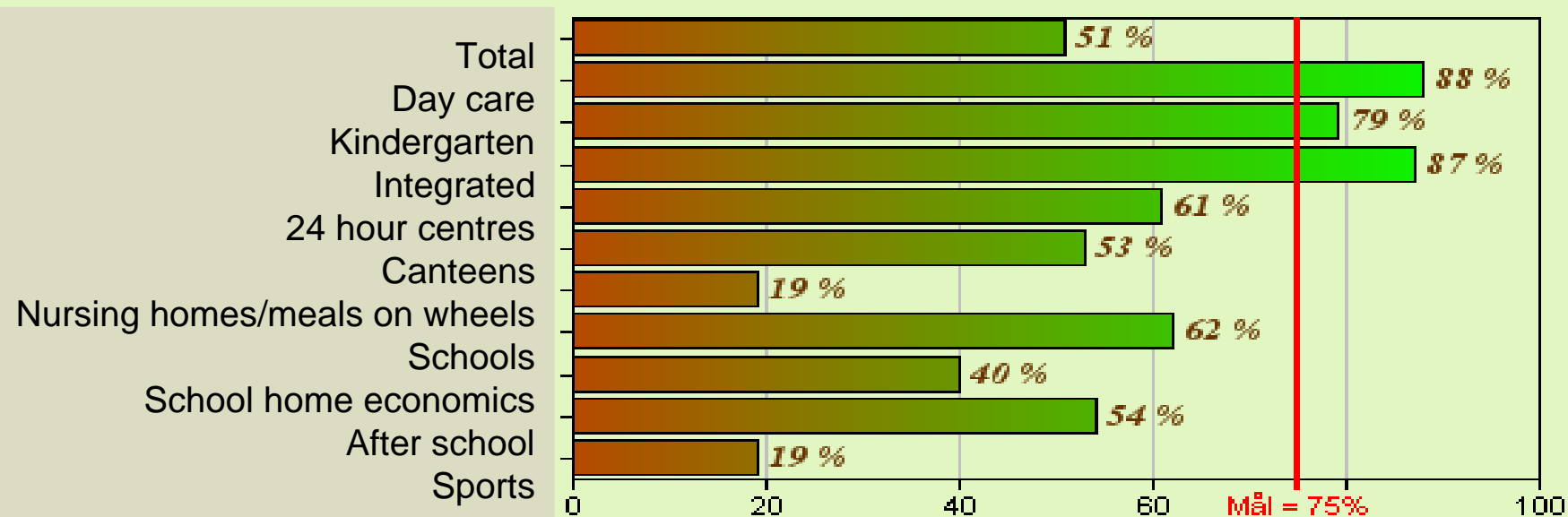
Evidence:

Crosssectional dietary survey





i 2007



How to monitor?

Developing a metric

Measuring sustainability											
% and kg											
Periode:	TOTAL	Kon.	Øko.	Dyr.	Soc.	Kon.	Øko.	Dyr.	Soc.	Samlet	
1. kvartal 2005	Kg	Kg	Kg	Kg	Kg	%	%	%	%	%	
Drikkemælk (inkl cacao)	76.820	837	75.983	-	-	1%	99%	99%	0%	99%	
Andre mejeriprodukter	17.474	9.045	8.429	-	-	52%	44%	44%	0%	48%	
Milk products	94.293	9.882	84.412	-	-	10%	89%	89%	0%	90%	
Cheese	8.286	4.067	4.219	-	-	49%	48%	48%	0%	51%	
Eggs	4.742	4.742	-	-	-	100%	0%	0%	0%	0%	
Hvidt brød	9.443	1.563	7.880	-	-	17%	83%	0%	0%	83%	
Rugbrød	9.013	1.178	7.835	-	-	13%	87%	0%	0%	87%	
Frosne brød og kager	3.528	3.528	-	-	-	100%	0%	0%	0%	0%	
Kiks og kager	1.988	1.748	240	-	-	88%	9%	0%	0%	12%	
Mel og gryn	5.430	941	4.489	-	-	17%	83%	0%	0%	83%	
Ris og pasta	1.086	156	930	-	-	14%	86%	0%	0%	86%	
Sukker	4.100	3.280	820	-	-	80%	11%	0%	0%	20%	
Krydderier	500	500	-	-	-	100%	0%	0%	0%	0%	
Diverse og færdigrette	13.068	13.045	23	-	-	100%	0%	0%	0%	0%	
Dry foods	48.155	25.939	22.216	-	-	54%	45%	0%	0%	46%	

Source: Carlsen, AB: HealthCat seminar April 25 2006, Copenhagen

Example:

Calculate your pesticide reduction

- Impact on aquatic environment if you buy organic instead of conventional

Test how much money you can save for pesticide residues by buying organic potatoes

Enter number of kilos/week in the box

Result showed as pesticide protected m², pesticide reduction pr year and fertilizer reduction pr year

- **Your weekly potato-consumption: ____kg**

Consumption pr week:
100 kg

Consumption pr. year:
5200 kg

Pesticide reduction pr
year: 2,77 kg

Fertilizer reduction pr
year: 519,92 kg

Areal omkost: 2735,20
m²

Badminton fields: 33,5

Networks

to keep an eye on or to join

- **Research:**
innovative Public
Organic food
Procurement for Youth

- Helsinki, january
21-22, 2009:
Focus on organic
school food
- Visit us at
<http://www.ipopy.coreportal.org>

- **Awareness
raising:**

- New Nordic food at
school
- Visit us at
www.nordicater.net or
www.planosnet.nu

Networks

to keep an eye on or to join

- **Networking:**
- Organic Out of Home OOH at Biofach Europe
- Nürnberg, Europe.
- Meeting place for organic food service
- Check february 21 2009
- More info:
www.biofach.de

- **Metropolitan strategies:**

- Alimenterra meets regularly
- Involves cities such as Copenhagen, Rome, Paris, NY, Amsterdam, Seville
- Check out
- www.alimenterra.org

AlimenTerra



10 steps to OOH

- **Involve employees.** Dinner ladies must be on your side
- **Adopt strategy.** Which foods available? Safe and stable supply. Remember: its not like at home
- **Build capacity.** Organic conversion is a learning opportunity
- **Keep quality.** Dont compromise with palatability and acceptability
- **Keep price.** Create a menu profile that handles price premiums
- **Set a goal.** But several small steps is OK
- **Monitor:** Setup a barometer to measure volumes
- **Certify:** Make labelling available. Credibility and accountability secure customer confidence
- **Calculate:** Make a climate footprint and nutrient content profile for menus
- **Communicate:** Communicating that to users/costumers



Thanks for your attention and to my coworkers

Chen He

Sara Ebbesø

Volodja Epermian

Marlene Molander

Sanne Larsen

Anna Burkal

Marlene Olsen



Snapshots: Værebroskolen



Snapshots: Værebroskolen

!



Snapshots: Værebroskolen



Snapshots: Værebroskolen



Snapshots: Værebroskolen



Snapshots: Værebroskolen



Snapshots: Vangeboskolen



Snapshots: Vangeboskolen

